



PATENT
Attorney Docket No.: SRCH-00101

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of:

Eduardo F. Llach

Serial No.: 10/767,050

Filed: January 28, 2004

For: **SYSTEM FOR AUTOMATICALLY
SELLING AND PURCHASING
HIGHLY TARGETED AND
DYNAMIC ADVERTISING
IMPRESSIONS USING A
MIXTURE OF PRICE METRICS**

) Art Unit: 3622

) Examiner: Eric Stanber

) **TRANSMITTAL LETTER**

) 162 N. Wolfe Road
) Sunnyvale, CA 94086
) (408) 530-9700

) Customer No. 28960

MS: Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Enclosed please find Supplemental Information Disclosure, Certification for Supplemental Information Disclosure Statement Under 37 CFR § 1.97(e), and Form PTO-1449 for filing in the U.S. Patent and Trademark Office.

The Commissioner is hereby authorized to charge any additional fee or credit overpayment to our Deposit Account No. 08-1275. **An originally executed duplicate of this transmittal is enclosed for this purpose.**

Respectfully submitted,

HAVERSTOCK & OWENS LLP

Dated: September 17, 2007

By: Jonathan O. Owens
Jonathan O. Owens
Reg No.: 37,902

Attorneys for Applicant

CERTIFICATE OF MAILING (37 CFR § 1.8(a))

I hereby certify that this paper (along with any referred to as being attached or enclosed) is being deposited with the U.S. Postal Service on the date shown below with sufficient postage as first class mail in an envelope addressed to the: Commissioner for Patents, P.O. Box 1450 Alexandria, VA 22313-1450

HAVERSTOCK & OWENS LLP.

Date: 9/17/07 By: [Signature]



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|--------------------------------------|---|---------------------------------------------|--------------|
| In re Application of: |) | Art Unit: | 3622 |
| Eduardo F. Llach |) | Examiner: | Eric Stanber |
| Serial No.: 10/767,050 |) | <u>CERTIFICATION FOR</u> | |
| Filed: January 28, 2004 |) | <u>SUPPLEMENTAL INFORMATION</u> | |
| For: SYSTEM FOR AUTOMATICALLY |) | <u>DISCLOSURE STATEMENT UNDER 37</u> | |
| SELLING AND PURCHASING |) | <u>CFR § 1.97(e)</u> | |
| HIGHLY TARGETED AND |) | 162 N. Wolfe Road | |
| DYNAMIC ADVERTISING |) | Sunnyvale, CA 94086 | |
| IMPRESSIONS USING A |) | (408) 530-9700 | |
| MIXTURE OF PRICE METRICS |) | Customer No.: 28960 | |

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This certification is being made for the Supplemental Information Disclosure Statement accompanying this certification.

Certification


I hereby certify that the references contained in this supplemental information disclosure statement were cited within an International Search Report (ISR) mailed on August 14, 2007. **Accordingly, the references contained in the supplemental information disclosure statement were cited in a communication from a foreign patent office in a counterpart application not more than three months prior to the filing of the statement. 37 C.F.R. 1.97(e)(1).**

Identification of Person Making Certification

The person making this certification is the attorney who signs below on the basis of the information in the attorney's file.

Respectfully submitted,
HAVERSTOCK & OWENS LLP


Dated: September 17, 2007

By: 
Jonathan O. Owens
Reg. No.: 37,902

Attorneys for Applicant

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Date: 9/17/07 By: 



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Sir:

The citations listed below may be material to the examination of the above-identified application and are therefore submitted in compliance with the duty of disclosure defined in 37 C.F.R. §§ 1.56 and 1.97. The Examiner is requested to make these citations of official record in this application.

Applicant has become aware of the following printed publications which may be material to the examination of this application:

- U.S. Patent Publication No.: 2004/0122731 A1;
- U.S. Patent Publication No.: 2005/0021395 A1; and
- U.S. Patent Publication No.: 2005/0021397.

This Supplemental Information Disclosure Statement under 37 C.F.R. §§ 1.56 and 1.97 is not to be construed as a representation that a search has been made, that additional information material to the examination of this application does not exist, or that anyone or more of these citations constitutes prior art.

Respectfully submitted,
HAVERSTOCK & OWENS LLP

Dated: September 12, 2007

By: Jonathan O. Owens
Jonathan O. Owens
Reg. No.: 37,902

Attorneys for Applicant

CERTIFICATE OF MAILING (37 CFR § 1.8(a))
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